



# ultraviolet

September 14, 2022

Sundar Pichai  
Chief Executive Officer  
Alphabet Inc.

Christopher Phillips  
VP & General Manager, Geo  
Google

Dear Mr. Pichai and Mr. Phillips:

We are writing to ask that Google stop accepting advertisements from anti-abortion clinics, including Crisis Pregnancy Centers, due to their intentionally misleading and harmful impacts on people seeking reproductive health services.

As you know, the Supreme Court's ruling on *Dobbs v. Jackson Women's Health Organization* opened the door for states across the country to enact restrictions on abortion care, including outright bans and criminalization.

We believe Big Tech companies like Google have the power to protect their users from disinformation, misinformation, privacy intrusions, and harassment when they utilize your search and location services, including Google Maps and Google search.

We are deeply concerned that Google's recent [announcement](#) attempting to differentiate health care facilities that offer abortion services and "[crisis pregnancy centers](#)," which often mislead women in order to prevent them from obtaining abortion care, is not sufficient.

A recent [Bloomberg News](#) article describes how Google Maps "routinely misleads people looking for abortion providers." According to their analysis, "When users type the words 'abortion clinic' into the Maps search bar, crisis pregnancy centers account for about a quarter of the top 10 search results on average across all 50 US states, plus Washington D.C., .... In 13 states, including Arkansas, South Carolina and Idaho where the procedure is newly limited, five or more of the top 10 results were for CPCs, not abortion clinics."

A separate [analysis](#) from the Center for Countering Digital Hate found that across 13 "Trigger Law" states, 37% of all Google Maps results presented anti-abortion centers as if they were abortion care providers. In response to those findings, more than 20 members of Congress sent you [a letter](#), dated June 17, 2022, requesting you take action.

While we believe your recent policy labeling whether or not an establishment provides abortion is a step in the right direction, it is our firm belief Google must do more to protect those seeking reproductive health services from deceptive anti-abortion groups.

Allowing anti-abortion centers to place ads on your platforms that steers unsuspecting people into the hands of those who will deny them care is unethical. The best way to prevent this is to

remove and ban intentionally misleading advertisements sponsored by anti-abortion clinics and centers, especially crisis pregnancy centers.

Over 650 of your [employees](#) have requested that Google take immediate action to protect access to abortion care, including data protections and “fixing misleading search results related to abortion services by removing results for fake abortion providers.” In response to your recent labeling announcement, Alphabet Workers Union reiterated that the labels do not go far enough; you must remove misleading results about abortion care from Google Search and Google Maps.

We implore you to take all necessary precautions and ensure that none of Google’s platforms or businesses—including Google Maps and Google Search—can be used by the anti-abortion movement to mislead, harm, and misdirect people away from reproductive health and abortion care. You can accomplish this by removing and banning advertisements from anti-abortion clinics and enters. Until further action is taken, people seeking reproductive health care services, like abortion, will be vulnerable to harassment, manipulation, and have difficulty receiving necessary healthcare.

Thank you for your attention to this urgent matter.

Sincerely,

**Advocacy Organizations:**

UltraViolet  
2+ Abortions Worldwide  
A Woman's Choice of Charlotte,  
Greensboro, Raleigh, & Jacksonville  
Abortion Access Front  
Abortion Care Network  
Abortion Conversation  
Abortion On Demand  
ACCESS Reproductive Justice  
Advocates for Youth  
American Humanist Association  
Apiary for Practical Support  
Avow Texas  
Blue Mountain Clinic  
Center for Countering Digital Hate  
Chico Feminist Women's Health Center  
Cobalt Advocates  
Colorado Organization for Latina  
Opportunity and Reproductive Rights  
(COLOR)  
Conversations for Political Change  
Delaware NOW (National Organization for  
Women)

Doctors for America  
Equity Forward  
ERA Coalition  
FL National Organization for Women  
Friends of the Earth  
Frontera Fund  
Gen-Z for Change  
Gender Justice  
Global Justice Center  
Grandmothers for Reproductive Rights  
(GRR!)  
Indivisible St. Louis  
Ipas  
Jane's Due Process  
Kairos  
National Birth Equity Collaborative  
Nurses for Sexual and Reproductive Health  
Oregonizers  
Our Resilience  
Physicians for Reproductive Health  
Pro Choice Missouri  
Pro-Choice Connecticut  
Pro-Choice North Carolina

Pro-Choice Washington  
ProgressNow New Mexico  
Religious Coalition for Reproductive Choice  
Reproaction  
Reproductive Freedom Fund of New  
Hampshire  
Reproductive Health Access Project  
Reproductive Health Access Project  
Reproductive Justice Action Collective  
(ReJAC)  
Reproductive Rights Coalition  
SHERo Mississippi  
SIECUS: Sex Ed for Social Change  
Society of Family Planning  
South Texans for Reproductive Justice  
SPARK Reproductive Justice Now, Inc.

Supermajority  
The Florida Immigrant Coalition  
The Tech Oversight Project  
Training in Early Abortion for  
Comprehensive Healthcare (TEACH)  
True North Research  
Unitarian Universalist Association  
United State of Women  
United We Dream  
UnRestrict Minnesota  
We Testify  
Women's March  
Women's March Sussex - Delaware  
Women's Medical Fund, Inc.  
Women's Health Center of West Virginia  
Yellowhammer Fund

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